



Harness the Power of LinkedIn Checklist



Personal Profile

- "Bright" profile photo
- Custom cover photo
- Value-focused headline
- Audio intro (mobile)
- Featured content
- Volunteer experience
- Recommendations

Business Profile

- Current logo
- Branded cover photo
- Location info
- Customized CTA
- List specialties
- Feature groups
- Research paid features

Support Community

- Define your "community"
- Follow new people & pages
 - > "My Network" tab
 - > Search hashtags
- Leave thoughtful comments

Learn New Things

- Follow thought leaders
- Pay attention to peers
 - > Certifications
 - > Challenges & wins
- Explore LinkedIn Learning
- Share new skills



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Market Your Brand

Try sharing:

- Success stories
- Helpful resources
- Industry news
- Community involvement
- LinkedIn events

Grow Your Network

- Engage then connect
- Create a support team
- Support customers
- > Celebrate their success
- > Address FAQs

Experiment With:

- Images
- Video (DIY is OK !!)
- Polls
- Documents
- Tagging relevant profiles
- Hashtags (~3 total)

Helpful Links

- Image post template
- Cover photo template
- Video subtitles how-to
- What to post (article)
- Image background remover